**INTRODUCTION EMAIL TEMPLATE FOR PILOT PARTICIPANTS**

**To:** Pilot Program Participants

**Subject:** Piloting Fierce Conversations at [company name]

**From:** Internal Sponsor

**Body:**

Dear Pilot Program Participants,

We have partnered with Fierce, Inc. to offer a series of workshops focused on creating a culture of healthy, transparent, and honest communication. As we decide on the best way to partner with Fierce, we will be offering pilot workshops for our key leaders to experience the Fierce program. Below is an overview of Fierce Conversations:

**What are Fierce Conversations?**

The Fierce Conversations Series is an award-winning leadership development program whose methodologies — refined over nearly 20 years — are proven to help improve communication. The model focuses on a single premise: What and how things get talked about, and who is invited to the conversation determines what will and won’t happen. Fierce Conversations will help elevate our company's ability to have candid discussions that will lead to higher engagement, productivity, and execution of ideas.

There are several modules to select from based on organizational priorities and needs. Each module ranges from 2-2.5 hours and can be spread over weeks or months. These are:

* In Fierce Foundations, you’ll understand the intellectually and emotionally compelling context concerning the role and impact of conversations in our lives. This core content provokes the first of many epiphanies throughout your learning journey.
* Fierce Coach will help identify the most important topics at hand. It’s a question-based approach that empowers you to realize your own solutions and potential.
* Fierce Team is all about inclusivity — you’ll learn how to leverage the diversity of your team and invite ALL perspectives to the table, as well as make your own voice heard.
* In Fierce Delegate, the term ‘delegation’ is no longer a dirty word. More than anything else, this program empowers you to collaborate and take an active role in your own professional development.
* In Fierce Accountability, you’ll learn how to make your inner context work for you to achieve the results you want – and influence your team to do the same.
* In Fierce Feedback, you’ll take performance conversations to the next level, learning techniques to both ask for and deliver direct feedback, in the moment.
* Fierce Confront takes the fear out of addressing conflict by changing the way you think about confrontation. You’ll walk away with a new approach that strengthens your working relationships.
* Fierce Resilience is about empowerment, so you can take control and be proactive with your stress response cycle. Resilience doesn’t necessarily remove the stressors in our lives, but helps us better navigate them so that we bounce forward and grow from those events.
* Fierce Negotiations is not about compromise. It’s about how individuals can gain the most value and meet their needs while enriching the relationship — steering negotiations to favorable outcomes that lead to success, both personally and professionally.

* Microaggressions (On Demand only): Ending microaggressions is about approaching the subject with honesty and openness. With this bite-sized learning, you can help your team dismantle bias by tackling the root causes of microaggressions head-on in the safety of a virtual space.

* Graciously Assertive (On Demand only): These interactive scenarios teach why “assertive” doesn’t need to be a bad word and how being assertive can and should be a good thing. It’s all about learning how to stand up for yourself in the right way.

**Your Role as a Pilot Participant**

* You have been selected to participant in this pilot because of your unique role in our company. You will be invited to share feedback on how this program might benefit our company culture and strategy.
* We ask that you join the workshops fully engaged with a focus on how the content might best impact our <business goals, employee development, and customer relationship.>
* You should be receiving an invitation to attend a pilot session in the next <few weeks.>

We are excited about this partnership with Fierce and look forward to hearing about your experience in this pilot program. Please let me know if you have any questions.

*Sincerely,*

[Internal Sponsor]